

**Listing of Claims:**

Claims 1-57 (Cancelled).

58 (New).      A method of wireless communication in a local environment, comprising the steps of:

positioning an information beacon in a certain location, said information beacon having a memory and a wireless short-range transceiver and being capable of transmitting messages in a local operating region associated with said beacon;

receiving, by said beacon, a public message from a sender device, wherein the public message is addressed to be accessible by any wireless communication device present within the local operating region of said beacon;

storing, by said beacon, the received public message;

detecting, by said beacon, a presence of a wireless communication device when the wireless communication device enters the operating region of said beacon, without said beacon communicating with any remotely located device; and

wirelessly transmitting, by said beacon, a message including at least an indication of the availability of the stored public message to the wireless communication device when the presence of the wireless communication device has been detected.

59 (New).      The method of claim 58, wherein the message comprises the stored public message.

60 (New).      The method of claim 59, further comprising the steps of:

receiving at said beacon, a message request from the wireless communication device upon entering the operating region of said beacon for seeking a public message; and transmitting the stored public message from said beacon to the wireless communication device in response to the received message request.

61 (New). The method of claim 59, wherein said storing step comprising storing the public message for a certain time period.

62 (New). The method of claim 59, wherein the wireless communication device comprises a mobile phone.

63 (New). A method of communicating a public message from a sender device to a wireless communication device in a wireless local area network having a plurality of wireless beacons in communication with each other and a host, with each beacon containing a memory, and a transceiver, and being operable in a corresponding operating region, comprising the steps of:

wirelessly transmitting the public message from the sender device to said host;

wirelessly transmitting the public message from said host to a specific one of said plurality of beacons;

detecting, by said specific one beacon, a presence of the wireless communication device when the wireless communication device enters the operating region of said specific one beacon, without requiring communication between said host and said specific one beacon during said detecting step; and

wirelessly transmitting, by said specific one beacon, a message including at least an indication of the availability of the stored public message to the wireless communication device when the presence of the wireless communication device has been detected.

64 (New). The method of claim 63, wherein the message comprises the public message.

65 (New). The method of claim 64, further comprising the steps of:

receiving at said specific one beacon, a message request from the wireless communication device upon entering the operating region of said specific one beacon for seeking a public message; and

transmitting the public message from said specific one beacon to the wireless communication device in response to the received message request.

66 (New). The method of claim 64, wherein the public message is only available for transmission to the wireless communication device for a specific time period.

67 (New). The method of claim 64, wherein the wireless communication device comprises a mobile phone.

68 (New). A system for wireless communication in a local environment, comprising:

an information beacon positioned in a certain location, said information beacon having a memory and a wireless short-range transceiver and being capable of transmitting messages in a local operating region associated with said beacon;

means for receiving, by said beacon, a public message from a sender device, wherein the public message is addressed to be accessible by any wireless communication device present within the local operating region of said beacon;

means for storing, by said beacon, the received public message;

means for detecting, by said beacon, a presence of a wireless communication device when the wireless communication device enters the operating region of said beacon, without said beacon communicating with any remotely located device; and

means for wirelessly transmitting, by said beacon, a message including at least an indication of the availability of the stored public message to the wireless communication device when the presence of the wireless communication device has been detected by said detecting means.

69 (New). The system of claim 68, wherein the message comprises the stored public message.

70 (New). The system of claim 69, further comprising:

means for receiving at said beacon, a message request from the wireless communication device upon entering the operating region of said beacon for seeking a public message; and

means for transmitting the stored public message from said beacon to the wireless communication device in response to the received message request.

71 (New). The system of claim 69, wherein said means for storing comprises means for storing the public message for a certain time period.

72 (New). The system of claim 69, wherein the wireless communication device comprises a mobile phone.

73 (New). A system of communicating a public message from a sender device to a wireless communication device in a wireless local area network having a plurality of wireless beacons in communication

with each other and a host, with each beacon containing a memory, and a transceiver, and being operable in a corresponding operating region, comprising:

means for wirelessly transmitting the public message from the sender device to said host;

means for wirelessly transmitting the public message from said host to a specific one of said plurality of beacons;

means for detecting, by said specific one beacon, a presence of the wireless communication device when the wireless communication device enters the operating region of said specific one beacon, without requiring communication between said host and said specific one beacon; and

means for wirelessly transmitting, by said specific one beacon, a message including at least an indication of the availability of the stored public message to the wireless communication device when the presence of the wireless communication device has been detected by said detecting means.

74 (New). The system of claim 73, wherein the message comprises the public message.

75 (New). The system of claim 74, further comprising:

means for receiving at said specific one beacon, a message request from the wireless communication device upon entering the operating region of said specific one beacon for seeking a public message; and

means for transmitting the public message from said specific one beacon to the wireless communication device in response to the received message request.

76 (New). The system of claim 74, wherein the public message is only available for transmission to the wireless communication device for a specific time period.

77 (New). The system of claim 74, wherein the wireless communication device comprises a mobile phone.

78 (New). A method of communicating a public message from a sender device to a wireless communication device in a wireless local area network having a plurality of wireless beacons in communication with each other and a host, with each beacon containing a memory, and a transceiver, and being operable in a corresponding operating region, comprising the steps of:

wirelessly transmitting the public message from the sender device to said host;

wirelessly transmitting the public message from said host to a specific one of said plurality of beacons;

detecting, by said specific one beacon, a presence of the wireless communication device when the wireless communication device enters the operating region of any one of the wireless beacons in said plurality of wireless beacons, without requiring communication between said any one wireless beacon and any other device; and

wirelessly transmitting, by said any one wireless beacon, a message including at least an indication of the availability of the stored public message to the wireless communication device when the presence of the wireless communication device has been detected.